

ABSTRAK

RIYADI FIKRIANSYAH. Analisis Pengaruh Kualitas Pelayanan, Harga dan Fasilitas Terhadap Kepuasan Pelanggan *Fitness First Platinum* : Studi Kasus Di Club Grand Indonesia, Jakarta Pusat (dibimbing oleh Lia Amalia).

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Pelayanan, Harga dan Fasilitas Terhadap Kepuasan Pelanggan *Fitness First Platinum* : Studi Kasus Di Club Grand Indonesia, Jakarta Pusat. Variabel yang diteliti adalah kualitas pelayanan, harga dan fasilitas terhadap kepuasan pelanggan. Dalam penelitian ini variabel independen terdiri atas kualitas pelayanan, harga dan fasilitas. Variabel dependen adalah kepuasan pelanggan. Populasi dalam penelitian ini adalah orang yang pernah mengunjungi dan menggunakan pelayanan jasa *Fitness First Platinum* di Grand Indonesia, Jakarta Pusat yang jumlahnya tidak diketahui secara pasti. Sedangkan sampel penelitian ini adalah 150 responden dengan Metode *Hair Sampling*. Metode pengambilan sampel yang digunakan adalah teknik *purposive sampling*. Metode analisi data yang digunakan dalam penelitian ini adalah Analisis Regresi Linier Berganda.

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan *Fitness First Platinum* di Grand Indonesia. Harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan *Fitness First Platinum* di Grand Indonesia, fasilitas berpengaruh positif dan signifikan terhadap kepuasan pelanggan *Fitness First Platinum* di Grand Indonesia, dan fasilitas berpengaruh positif menjadi faktor paling dominan terhadap kepuasan pelanggan *Fitness First Platinum* di Grand Indonesia. Kualitas pelayanan, harga dan fasilitas bersama-sama berpengaruh terhadap kepuasan pelanggan *Fitness First Platinum* di Grand Indonesia, Jakarta Pusat.

Kata kunci: Kualitas Pelayanan, Harga, Fasilitas dan Kepuasan pelanggan.

ABSTRACT

RIYADI FIKRIANSYAH. Analysis of the influence of service quality, price and facilities of customer satisfaction in Fitness First Platinum : a case study at Grand Indonesia Club, Central Jakarta (supervised by . Lia Amalia).

This study aimed to analyze the influence of service quality, price and facilities of customer satisfaction in Fitness First Platinum : a case study at Grand Indonesia Club, Central Jakarta. The variables examined is the service quality, price and facilities on customer satisfaction. In this study consisted of independent variables of service quality, price and facilities. Dependent variable is customer satisfaction. The population in this study are the people who have been visited and use the Fitness first Platinum services at Grand Indonesia, Central Jakarta where the number of population are unkown. Samples in this research are 150 respondent with the method of hair sampling. The sampling method used is purpose sampling technique. Data analysis method used in this research is the Multiple Linier Regression Analysis.

The result showed that service quality has a positive and significant direct impact on customer satisfaction in Fitness First Platinum at Grand Indonesia. Price has a positive and significant direct impact on customer satisfaction in Fitness First Platinum at Grand Indonesia, facilities has a positive and significant direct impact on customer satisfaction in Fitness First Platinum at Grand Indonesia, and the facilities that have a positive direct impact became the dominant factor of customer satisfaction in Fitness First Platinum at Grand Indonesia. Service quality, price and facilities together has a direct impact of customer satisfaction in Fitness First Platinum in Grand Indonesia, Central Jakarta.

Key words: *Service Quality, Price, Facilities and Customer Satisfaction*